December 18, 1995

To: Mr. M.A. Young
Ms. L.M. O'Connor

From: Connor Kennedy

Re: Moonlight Tobacco Consumer Research Study

Dirk Herrman has requested that BIAD conduct a Source of Business study to determine the percent of competitive smokers purchasing Moonlight products.

Pack on-serts will be placed at retail in 25 stores by Capstone Research during 12/26 - 12/29. Smokers will be paid $10 if they call a 1-800 number and participate in a 10-15 minute survey.

Capstone Research, the company which conducts the Marlin audits, has been hired to place the pack on-serts at retail. Capstone Research representatives will show retailers the attached letter to gain permission for placement of the pack on-serts. The letter includes the RJR Regional Sales office number.

I apologize for the late notice, but Dirk made the decision to conduct research on Friday, 12/15/95. If you have any questions, feel free to contact me at extension 7422.

Connor Kennedy
Business Information and Analysis Department

Source: https://www.industrydocuments.ucsf.edu/docs/gjgy0000